

EXHIBIT A

San Luis Obispo County Business Improvement District (CBID)

Scope of Work

As submitted by Cheryl Cuming on December 1, 2015

The overall role of this position will be to work in conjunction the CBID Advisory Board, stakeholders and other organizations with a primary focus to:

- Act as the Chief Administrative Officer (CAO) and guide the organization to implement strategies to increase occupancy within the CBID region so that it becomes a stronger economic driver within our County.
- Support the CBID Advisory Board and its members in all capacities beyond the marketing needs, including and not limited to financial growth and laying the ground work for future success including collaborative efforts with local and regional, private and public organizations.

Scope of Work

- Take a visionary lead role in all activities and ensure CBID actions are consistent with our strategic goals and direction, and our core values
- Champion change and innovation to encourage diverse thoughts and contributions
- Maintain integrity & honesty both personally and for the CBID in all dealings
- Apply business principals and acumen to all decisions in order to achieve strong & measureable results
- Communicate effectively with and between Advisory Board, Board of Supervisors, County liaison & staff, CBID members, community leaders, and related tourism marketing entities to maintain strong internal and external relationships
- Provide clear and concise recommendations through ongoing communication regarding direction, opportunities, challenges and progress to the CBID Advisory Board
 - Formulate and implement decisions on behalf of the CBID Board to ensure weekly progress
- Assist the Board in the selection, retention and management of the professional services vendors who compromise our cohesive, energetic and talented team. Providing daily guidance and direction to the Core Marketing Team and local fund administrators
- Development and management of timeline and deliverables
- Participate in the creation and execution of the Marketing Plan ~ our road map
 - brand development and implementation
 - website development and implementation
 - executing upon goals, objectives and tactics
 - manage and execute promotional plans and seasonal campaigns
 - manage the advertising creative process

- collateral material development and execution
 - develop and implement co-op strategies
 - execute a Public Relations campaign, including community outreach, FAM trips and Social media
 - develop a research plan including measurement criteria and pre-campaign benchmarks
- Participate in the creation and implementation of the local fund boards, and provide guidance and support as they implement programs ensuring their consistency with the CBID mission, and ongoing synergy with CBID and local fund vision, strategies, goals and objectives
- Attendance to all meetings related to the CBID, including monthly Board meetings, local fund Board meetings, County Board of Supervisor hearings and meetings with local community leaders
 - Prepare and post meeting agenda in accordance with the Brown Act requirements
 - Develop and distribute minutes of all CBID Board meetings
- Represent the CBID Board and its members by attending events, related professional associations and marketing functions
- Collaborate with the VSLOC and other local stakeholders to ensure we minimize duplication of efforts and focus on how we can collectively increase tourism in the CBID region
- Promote stewardship and elicit support from local organizations, including but not limited to the VSLOC, and emphasize efforts that increase awareness of our region with focus on cultural, environmental, recreational, and historical aspects
- Collaborate with local events to maximize the opportunity for our constituents and indentify sponsorship opportunities were appropriate.
- Provide intra regional press relations services, to include but not limited to written, radio and TV media to increase public awareness of the CBID's activities and their progress
- Maintain and provide timely budgets, actual receipts and expenditures information, with monthly progress reports to the CBID Board
 - Adhere to County guidelines and submit monthly contractor fee invoice and expenses with back up on the last day of each month to Board chair for approval. Once approved, submit via email to County liaison for processing. Payment will be automatically deposited the following Wednesday or Friday.
 - Maintain local fund financials through timely accounting and tracking
- Develop and implement a constituent communication tool so that all members are informed of the CBID's progress and activities on their behalf
 - Create and maintain an accurate member inventory to include individual property contact information, property type and unit count
- Prepare and present the Year End Report to the Board of Supervisors